

# Less paper means more revenue for Valpak.

**Meet Valpak**, the one with the blue envelopes. Working with 141 markets across 43 states, Valpak reaches an audience of nearly 41 million with its signature coupon packs.

Despite its huge presence, Valpak was relying on a manual quoting process of checks, paper contracts, and a 20-year-old legacy order entry system, which made it impossible for Valpak's finance and revenue teams to forecast as they lacked clear visibility of their sales process.

## Making Valpak's lead-to-cash process paperless:



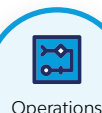
boosted revenue



improved customer experiences



and saved a lot of trees



Operations



Marketing



Finance



Sales

**Valpak needed to orchestrate their entire business process on one system.**

They reached out to the Salesforce Customer Success Group to advise on their business process.

It was clear that **Salesforce Revenue Cloud** would fulfill the company's needs and work perfectly with its existing systems.

## How did Valpak move 34,000 clients from paper to annual digital contracts?

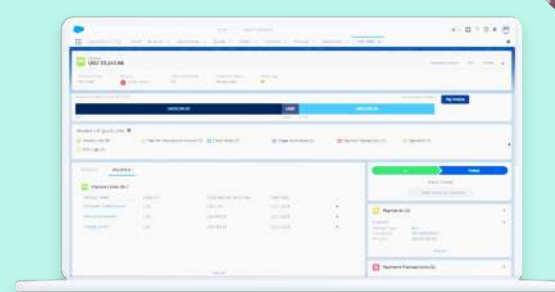
**Achieving better business results and higher customer success.**

Implementing Salesforce Revenue Cloud dramatically improved Valpak's efficiency in payment collection and invoice processing.

Valpak was able to streamline their process, with:

- Guaranteed compliant pricing and contracts
- Improved renewals and recurring revenue
- Higher visibility into revenue streams

With Salesforce, what used to take hours or days now takes minutes.



**After six months of automated quoting, Salesforce helped Valpak see an increase of:**

**\$12M**  
in renewals revenue

By adopting digital quotes and automated billing, Valpak enhanced customer experiences while also enabling its teams to quickly evolve and launch new products faster than ever.



Since implementing Salesforce CPQ, we've had a **73% reduction in time-to-quote.**

CHRIS CATE, VALPAK CEO

**Ready for the next steps?**  
**Contact us.**